

Zhenzhen ZHAO

Associate Professor

Academy: Digitalization

Research center: Marketing Interactions

Campus: Paris

Email: zhenzhen.zhao@skema.edu

Research interests

Consumer Behavior, Design, Digital Marketing, Human-Computer Interaction (HCI), Innovation

Teaching interests

Consumer Behavior, Design, Digital Marketing, Human-Computer Interaction (HCI)

Education

2012 PhD in Computer Science, Télécom Paris, France

2008 MSc in Information systems and Communications, Beijing University of Posts and Telecommunications (BUPT), China

Experience

Full-time academic positions

Since 2019 Associate Professor, SKEMA Business School, France

2016 - 2019 Research Professor, ISC Paris, France

Other academic affiliations and appointments

2013 - 2016 Senior Researcher, Institut Mines-Télécom Business School, France

2012 Visiting Researcher, Tsinghua University, China

2011 Visiting Researcher, Vrije Universiteit Brussel, Belgium

2010 - 2011 Visiting Researcher, Fraunhofer FOKUS, Germany

Publications

Peer-reviewed journal articles

ZHAO, Z., HAIKEL-ELSABEH, M., BAUDIER, P., RENARD, D. and BREM, A. (2024). Functional, hedonic, and social motivated consumer innovativeness as a driver of word-of-mouth in smart object early adoptions: an empirical examination in two product categories. *International Journal of Technology Management*, 95(1-2), pp. 226-252.

ZHAO, Z., HAIKEL-ELSABEH, M., BAUDIER, P., RENARD, D. and BREM, A. (2023). Need for Uniqueness and Word of Mouth in Disruptive Innovation Adoption: The Context of Self-Quantification. *IEEE Transactions on Engineering Management*, 70(6), pp. 2006 - 2016.

ZHAO, Z. and HUANG, Z. (2023). Expert-centric design inspection of branded apps: a close look at marketing and interface design features. *Information Technology and People*, 36(4), pp. 1385-1413.

- SONG, X., XU, B. and ZHAO, Z. (2022). Can People Experience Romantic love for Artificial Intelligence? An Empirical Study of Intelligent Assistants. *Information and Management*, 59(2), pp. 103595.
- ZHAO, Z. and OBEROI, P. (2022). Designing crowdsolving Ba: A closer look at the features of crowdsolving platforms to manage organizational knowledge. *Information and Management*, 59(4), pp. 103641.
- ZHAO, Z. (2019). Idea crowdsourcing for innovation: Fundamentals and recommendations. *Management & Data Science*, 3(2).
- HAIKEL-ELSABEH, M., ZHAO, Z., IVENS, B. and BREM, A. (2019). When is brand content shared on Facebook? A field study on online Word-of-Mouth. *International Journal of Market Research*, 61(3), pp. 287-301.
- ZHAO, Z. and RENARD, D. (2018). Viral promotional advergames: how intrinsic playfulness and the extrinsic value of prizes elicit behavioral responses. *Journal of Interactive Marketing*, 41, pp. 94-103.
- ELMOUKHLISS, M., RENARD, D., ZHAO, Z. and BALAGUÉ, C. (2017). De la compétition à la coopétition : les nouvelles formes de crowdsourcing d'idées. *Revue Française de Gestion*, 43(267), pp. 11-24.
- ZHAO, Z., RENARD, D., ELMOUKHLISS, M. and BALAGUÉ, C. (2016). What affects creative performance in idea co-creation: competitive, cooperative or coopetitive climate? *International Journal of Innovation Management*, 20(4), pp. 1640002.
- ZHAO, Z. and BALAGUÉ, C. (2015). Designing branded mobile apps: Fundamentals and recommendations. *Business Horizons*, 58(3), pp. 305-315.
- LAGA, N., BERTIN, E., CRESPI, E., BEDINI, I. and ZHAO, Z. (2013). A flexible service selection for executing virtual services. *World Wide Web*, 16, pp. 219-245.
- ZHAO, Z., CRESPI, N. and BHATTARAI, S. (2012). The design, implementation and usage analysis of an event-based consumer mashup system. *International Journal of Web and Grid Services*, 8(2), pp. 173-199.
- ZHANG, H., ZHAO, Z., SIVASOTHY, S., HUANG, C. and CRESPI, N. (2010). Quality-assured and sociality-enriched multimedia mobile mashup. *Wireless Personal Communications*, 2010, pp. 721312.
- CHEN, J., ZHAO, Z., QU, D. and ZHANG, P. (2008). A policy-based approach for reconfiguration management and enforcement in autonomic communication systems. *Wireless Personal Communications*, 45, pp. 145-161.

Book chapters

- ZHAO, Z. and BALAGUÉ, C. (2017). From social networks to mobile social networks: applications in the marketing evolution. In: Sajad Rezaei (ed.). *Apps management and e-commerce transactions in real-time*. 1st ed. IGI Global, pp. 26-50.
- BALAGUÉ, C. and ZHAO, Z. (2017). Mobile social commerce. In: Sajad Rezaei (ed.). *Apps management and e-commerce transactions in real-time*. 1st ed. London: IGI Global, pp. 159-175.

Conference proceedings

- ZHAO, Z. and BALAGUÉ, C. (2014). A design framework of branded mobile applications. *International Conference on Human-computer interaction with mobile devices & services*, September 2014, pp. 507-512.
- ZHAO, Z., LIU, J. and CRESPI, N. (2012). Dig-event: let's socialize around events. *ACM Conference on Computer Supported Cooperative Work Companion (CSCW)*, February 2012, pp. 279-280.
- YAO, P., HU, Z., ZHAO, Z. and CRESPI, N. (2012). A study of social behavior in collaborative user generated services. *International Conference on Ubiquitous Information Management and Communication*, February 2012(28), pp. 1-6.
- ZHAO, Z., HUANG, X. and CRESPI, N. (2012). A system for web widget discovery using semantic distance between user intent and social tags. *International Conference on Social Informatics*, December 2012, pp. 1-14.
- DEMEY, Y. and ZHAO, Z. (2012). On Semantics in Onto-DIY. *OTM 2012: On the Move to Meaningful Internet Systems*, pp. 538-542.
- ZHAO, Z., LAGA, N. and CRESPI, N. (2011). User-centric service selection, integration and management through daily events. *IEEE International Conference on Pervasive Computing and Communications (PERCOM)*, pp. 94-99.

- ZHAO, Z., BHATTARAI, S., LIU, J. and CRESPI, N. (2011). Mashup services to daily activities: end-user perspective in designing a consumer mashups. *International Conference on Information Integration and Web-based Applications & Services*, December 2011, pp. 222-229.
- XU, W., HU, Z., GONG, T. and ZHAO, Z. (2011). Towards a dynamic social-network-based approach for service composition in the Internet of Things. *ICMV - International Conference on Machine Vision*, (835035).
- ZHAO, Z., BHATTARAI, S. and CRESPI, N. (2011). An event-based functionality integration framework. *IEEE International Conference on Web Services (ICWS)*, pp. 720-721.
- ZHAO, Z., LIU, J. and CRESPI, N. (2011). The design of activity-oriented social networking: Dig-event. *International Conference on Information Integration and Web-based Applications & Services*, December 2011, pp. 420-425.
- BHATTARAI, S., ZHAO, Z. and CRESPI, N. (2010). Consumer mashups: end-user perspectives and acceptance model. *International Conference on Information Integration and Web-based Applications & Services*, November 2010, pp. 930-933.
- ZHAO, Z., LAGA, N. and CRESPI, N. (2009). A survey of user generated service. *IEEE International Conference on Network Infrastructure and Digital Content*, pp. 241-246.
- ZHAO, Z., LAGA, N. and CRESPI, N. (2009). The incoming trends of end-user driven service creation. *International Conference on Digital Business*, LNICST(21), pp. 98-108.
- ZHAO, Z., CHEN, J. and CRESPI, N. (2008). A policy-based framework for autonomic reconfiguration management in heterogeneous networks. *International Conference on Mobile and Ubiquitous Multimedia*, December 2008, pp. 71-78.

Conference presentations

- ZHAO, Z., RENARD, D., LEJEALLE, C. and DELECOLLE, T. (2024). When information disclosure is required by algorithms: exploring the presence-privacy tradeoff in geomatching applications for sustainable development. In: The 8th International Conference on Technologies & Organization (ICTO). Paris.
- ZHAO, Z. and OBEROI, P. (2019). Understanding crowdsolving platforms' design features: A conceptual study based on design thinking and knowledge creation. In: AMA (American Marketing Association) Conference. San Diego.
- LEJEALLE, C., ZHAO, Z. and RENARD, D. (2019). Uber and Tinder: Impact of social presence on privacy intrusiveness in GeoMatching Apps. In: European Marketing Academy Conference. Hamburg.
- RENARD, D., ZHAO, Z. and LEJEALLE, C. (2019). Privacy paradox in location-based services: the role of social presence. In: ICA (International Communication Association). Washington, D.C.
- ZHAO, Z. and OBEROI, P. (2018). Understanding crowdsolving platforms from a design perspective. In: GKA (Global Innovation and Knowledge Academy). Valence.
- ZHAO, Z. and RENARD, D. (2016). What Affects Consumers' Brand Perceptions and Behaviors through Viral Promotional AdvergAMES? Intrinsic Playfulness or Extrinsic Value of Prizes. In: Journée de recherche sur le marketing digital. Paris.
- ZHAO, Z., ELMOUKHLISS, M. and RENARD, D. (2016). Coopetition innovation contests: design and effects on user behaviors. In: ICTO Conference (Information and Communication Technologies in Organizations and Society). Paris.
- ZHAO, Z. and BALAGUÉ, C. (2015). The New Trends of Mobile Social Commerce Applications. In: European Marketing Academy Conference. Leuven.
- ZHAO, Z. and BALAGUÉ, C. (2014). The MUST Mix Strategy for branded mobile applications. In: ICMB: International Conference of Mobile Business. London.

Faculty research seminar presentations

- ZHAO, Z. (2022). Interface design in digital innovation. University of Stuttgart.

Reviewer for:

Information and Management, Information and Management, Information and Management, Information and Management, Technological Forecasting and Social Change

PhD supervision

- 2021 C. GIRI, under the supervision of X. ZHANG, PhD thesis, Thesis jury member
- 2018 L. YIN, under the supervision of L. GUO, PhD thesis, Thesis Reviewer
- 2017 M. FU, under the supervision of L. GUO, PhD thesis, Thesis Reviewer
- 2016 R. SHARMA, under the supervision of L. GUO, PhD thesis, Thesis Reviewer

Other academic activities

- 2019 - 2022 Committee member, International conference on FEMIB